GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:67
ANSWERED ON:01.12.2004
PCO BUSINESS BY RELIANCE
Singh Shri Prabhunath

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the Government is aware of entering in a big way into the PCO business (Public Call Offic

(e) by the Reliance Infocomm competing with the BSNL and MTNL market in PCO segment;

(b) whether the Government is also aware that to push its business Reliance Infocomm is offering incentives and high percentage of commission to the existing PCO operators for shifting to Reliance infocomm; and

(c) if so, the measures or strategy contemplated by the Government to meet the challenge of capturing the PCO segment in the country by Reliance and other operators in this segment and to expand its own PCO services in the country both in the urban and rural areas?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) & (b)Yes, Sir.

(c)The measures contemplated by BSNL to meet the challenge are:-

i) Aggressive marketing.
ii) Rationalization of tariff from time to time subject to financial viability.
iii) Better customer care.
iv) Procedure simplification and quick provision on registration.

The measures contemplated by MTNL to meet the challenge are:-

i) Commission to PCO franchisees has been enhanced.
ii) PCO holders have been appointed as DSAs (Direct Selling Agents) for sale of various services on commission basis.
iii) Procedure for allotment of STD/ISD/Local PCOs has been simplified.
iv) Mobile PCOs on commission basis have been introduced.